



SMALL AREA PLAN

City of Alexandria, Virginia

OLD TOWN NORTH SMALL AREA PLAN UPDATE

**COMMUNITY MEETING #4
Thursday, May 12, 2016
7:00 PM**



BACKGROUND

OTN SAP UPDATE PLANNING AREA



OTN SAP PLANNING HISTORY

1974 CITY MASTER PLAN

- Transition of OTN from an industrial area to a **mixed-use neighborhood**

1992 OTN SAP

- Strengthened OTN's **mixed-use character and balance with comprehensive planning tools:** zoning, urban design, retail focus areas, street network



OTN SAP Update

- To further strengthen the **mixed use balance and neighborhood character** of Old Town North
 - Pending/planned Development/Redevelopment
 - Projected Growth

OTN CURRENT POPULATION

Demographics

OLD TOWN NORTH DEMOGRAPHICS				
	1970¹	1990²	2010²	2015³
Population	2,010	2,087	2,764	3,118
Housing Units	1,180	1,413	2,045	2,280
Households	1,069	1,349	1,880	2,101
Population in Household⁴	2,010	2,081	2,755	3,109
Average Household Size⁴	1.88	1.54	1.47	1.48

2010 Old Town North Population by Age and Race

OLD TOWN NORTH POPULATION BY AGE AND RACE⁵							
	up to 19	20-24	25-34	35-44	45-54	55-64	65 & over
White	82	67	397	324	357	482	436
African American	101	12	37	43	52	68	184
Hispanic	20	6	23	22	24	20	27
Asian	3	4	21	21	9	6	16

OTN SAP UPDATE ADVISORY GROUP

- Maria Wasowski, Chair (Planning Commission)
- Steven Arabia (Property Owner Representative)
- Engin Artemel (Community Representative – At Large)
- Scott Barstow (Environmental Policy Commission)
- Anna Bentley (Community Representative – At Large)
- Chip Carlin (Board of Architectural Review – Old & Historic District)
- Elizabeth Chimento (Community Representative - At Large)
- Herbert J. (Herb) Cooper-Levy (Community Representative - At Large)
- Austin Flajser (Property Owner Representative)
- Stephen Goodman (Community Representative – Homeowner Associations/At-Large)
- Carolyn Griffin (Community Representative – At Large)
- Kevin Harris (Community Representative – Alexandria Redevelopment & Housing Authority Residents)
- Marie McKenney Tavernini (Urban Design Advisory Committee)
- Bruce M. Machanic (Business Representative)
- Carlos Mejias (Business Representative)
- Jesse O'Connell (Park and Recreation Commission)
- Thomas F. Soapes (Community Representative - NOTICe)
- David Speck (Alexandria Economic Development Partnership)
- Jeff Strup (Property Owner Representative)
- Christa Watters (Community Representative – Homeowner Associations/At-Large)

OTN SAP UPDATE WORK PLAN

(Sept 2015 – January 2017)



- **Phase I – Plan Framework Elements (Visioning) Phase**

- Plan goals/objectives and themes
- Plan categories
- Plan concepts

- ➔ **Phase II – Study Phase of Plan Framework Elements**

- ➔ **Phase III – Testing Phase**

- **Phase IV** – Graphic + Narrative Composite of Preliminary Findings (Mini-Charrette)
- **Phase V** – Plan Development, Consideration and Implementation Phase

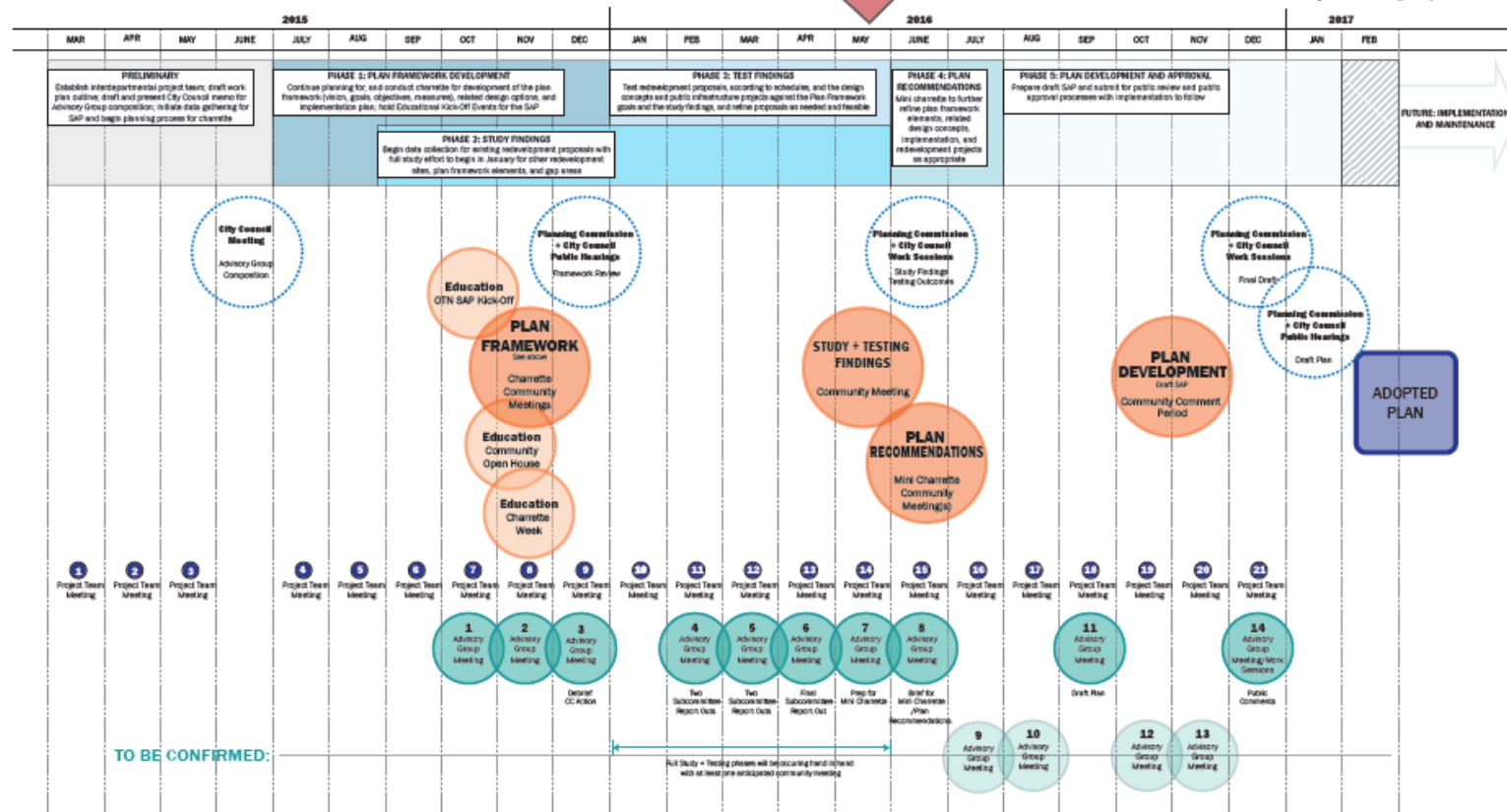
COMMUNITY INPUT CRITICAL COMPONENT OF ALL PHASES

OTN SAP UPDATE WORK PLAN

WORK PLAN DIAGRAM OLD TOWN NORTH SMALL AREA PLAN UPDATE

WE ARE HERE

Last Updated May 11, 2016



* This Work Plan is subject to change and will be updated accordingly as the planning process continues. Last Updated 05/11/2016

PHASE I – PLAN FRAMEWORK ELEMENTS

Phase I – PLAN FRAMEWORK

November 2015 Weeklong Charrette w/Variety of Outreach

- **October - Pre-Event in Montgomery Park**
- **November - Community Open Houses during Charrette**
- **November – Open Studios during Charrette**
- **Public Meetings during Charrette**
 - **Public Meeting #1 – Monday, November 16, 2015**
Purpose – Discussion and Community Input on Principles/Goals/Objectives and Identification of Themes
 - **Public Meeting #2 – Wednesday, November 18, 2015**
Purpose – Discussion and Community Input on Themes, Plan Categories and Conceptual Design Options
 - **Public Meeting #3 – Friday, November 20, 2015**
Purpose – Synthesis of Weeklong Community Input
- **December 2015 - Planning Commission Public Hearing on Plan Framework**
- **December 2015 – City Council Public Hearing on Plan Framework**

Plan Framework Planning Categories

- **Planning, Land Use and Design**
- **Housing**
- **Open Space, Recreation and Cultural Activities**
- **Historic Preservation**
- **Infrastructure and Environmental Sustainability**
- **Transportation**
- **Economic Development**
- **Implementation**

Community Feedback

Keypad Polling Warm-up!

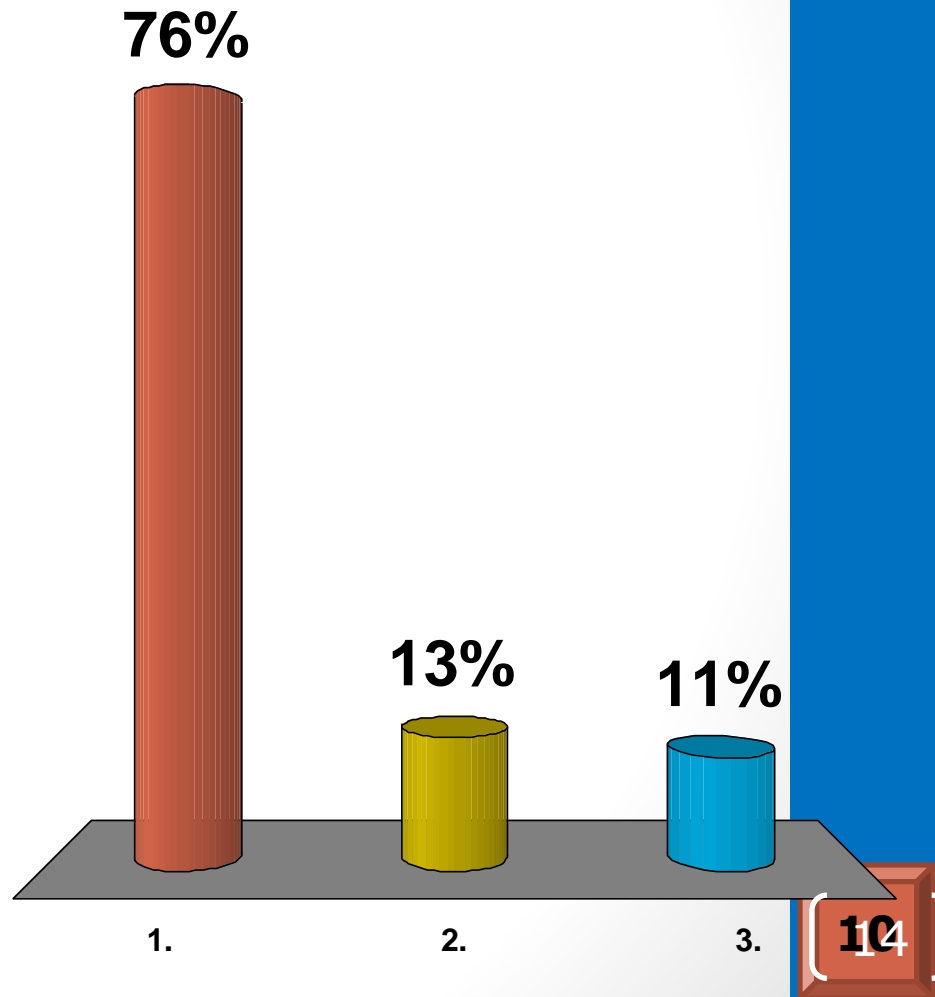
Keypad Polling

- ❑ Responses are **anonymous** (we don't know who has which keypad)
- ❑ Responses are **recorded individually by keypad** for classification by respondent characteristics
- ❑ Responses can be **reported back to the group immediately** on close of polling for each question
- ❑ The **last button pushed** is the response that is recorded



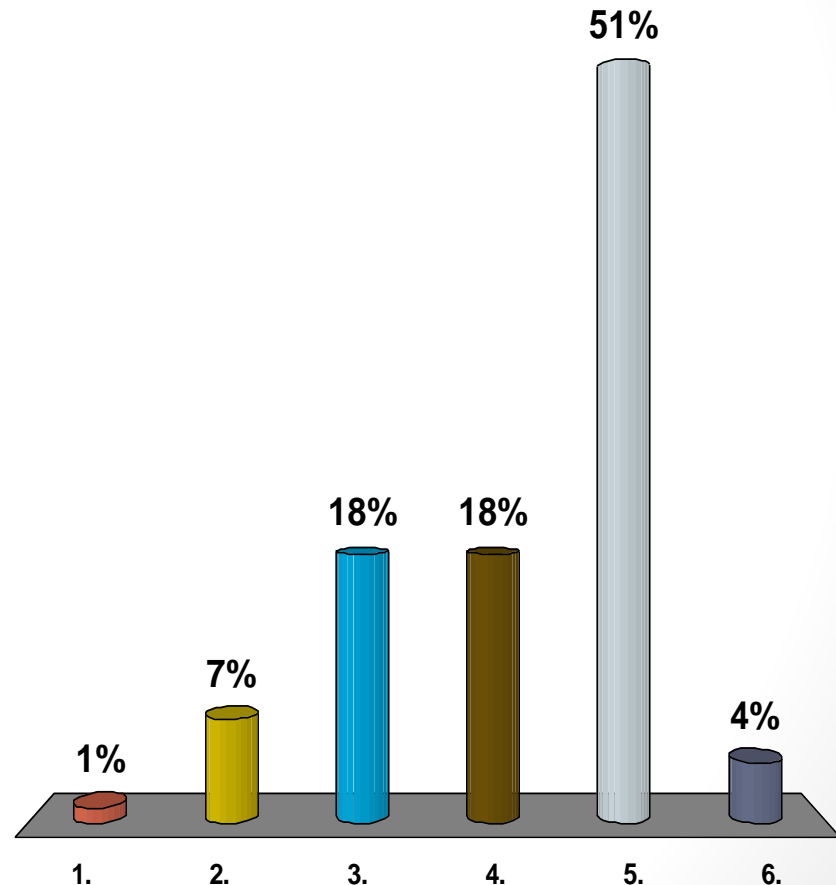
Where do you live?

1. Old Town North
2. Within the City of Alexandria but outside of Old Town North
3. Outside the City of Alexandria



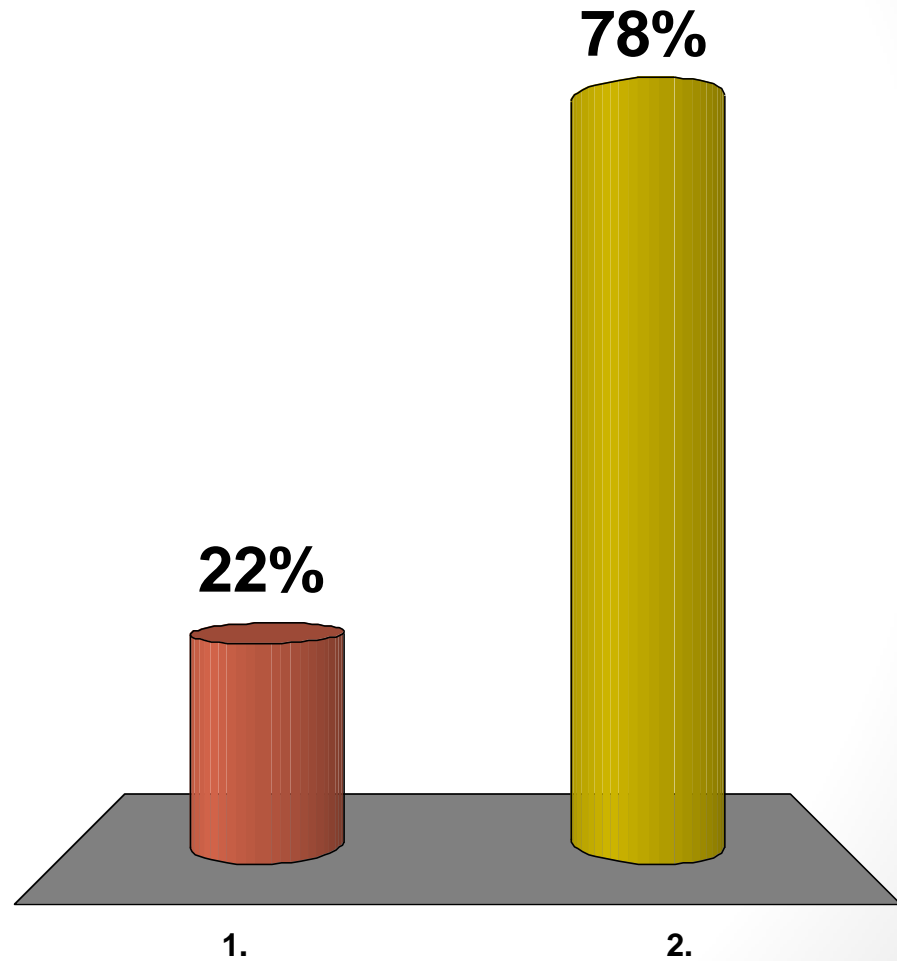
Where do you fall within these age groups?

1. Under 25
2. 25 - 34
3. 35 - 54
4. 55 - 64
5. 65+
6. I'd rather not say



Do you represent a business in Old Town North?

1. Yes
2. No



PHASE I – PRINCIPLES AND GOALS FOR PLANNING CATEGORIES

Community Input: Plan Principles/Goals/Objectives and Themes by Plan Categories

Planning, Design, Land Use

- Cultivate urban village character
- Promote viable balance of uses
- Enrich community livability
- Manage development scale and context (massing, heights) – transitions, buffers and design guidelines)



Community Input: Plan Principles/Goals/Objectives and Themes by Plan Categories

Housing

- Increase housing opportunities for a range of incomes, ages and abilities
- Community facilities
- Rental/ownership/specifics



Community Input: Plan Principles/Goals/Objectives and Themes by Plan Categories

Open Space, Recreation, Culture

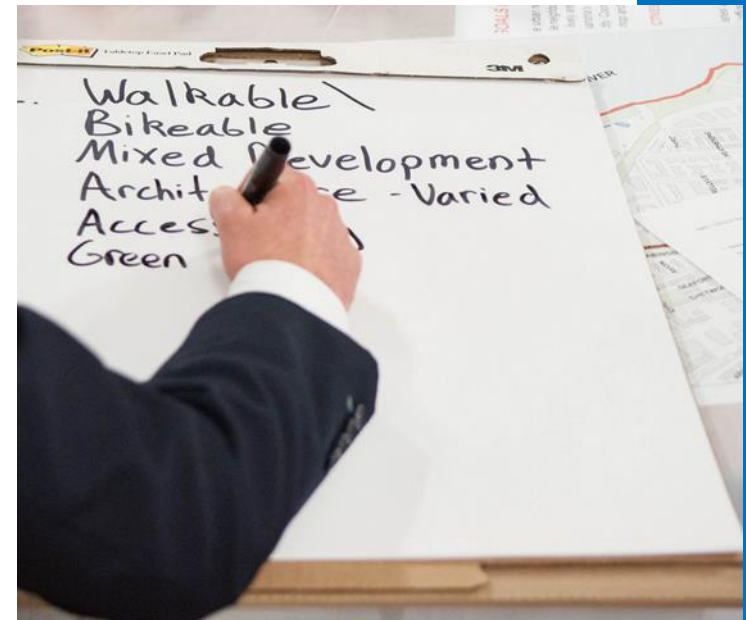
- Preserve & support cultural/community spaces & the arts
- Enhance & connect existing parks and public spaces
- Add community open spaces
- Montgomery Park as heart of the community
- Waterfront activity
- Explore Public Space to the north



Community Input: Plan Principles/Goals/Objectives and Themes by Plan Categories

Transportation

- Foster neighborhood walkability
- Improve connectivity between Marina Towers, Parkway and Old Town
- Strengthen transit, bicycle, pedestrian links to Metro
- Explore use of tracks/trail
- Promote connectivity
- Pursue streetscape improvements



Community Input: Plan Principles/Goals/Objectives and Themes by Plan Categories

Infrastructure/Environment

- Establish an eco-district **with measures**
- Employ neighborhood energy efficiency and stormwater recovery solutions
- Specifics for redevelopment sites



Historic Preservation

- Memorialize and celebrate industrial and transportation heritage
- Make history an integral part of the Plan



Community Input: Plan Principles/Goals/Objectives and Themes by Plan Categories

Economic Development

- Support and increase small businesses and retail establishments
- Focus/target retail areas



Phases II and III

Advisory Group Establishment of Four Subcommittees

- Open Space, Recreation and Cultural Activities & Historic Preservation Subcommittee
- Planning, Land Use and Design & Housing Subcommittee
- Environmental Sustainability & Transportation Subcommittee
- Economic Development Subcommittee

Met between January and April 2016

- Subcommittees reviewed Plan Framework Elements for assigned Planning Categories
- Elements were generated by the Community during Plan Framework Development Phase
- Subcommittees examined elements for viability and applicability under Update
- All subcommittee meetings were open to Public and Public Comment
- All meetings are documented on webpage

Phases II and III - Subcommittees' Work

SUBCOMMITTEE DRAFT FINDINGS FOR COMMUNITY MEETING REVIEW AND PLAN COORDINATION 5.12.2016 (same text as presented at 4.28 Advisory Group Meeting #6)													
Planning, Land Use and Design & Housing Subcommittee	Projections Analysis	Zoning Analysis	OTN Retail and Commercial Strategy	Targeted/Focus: Retail Areas and Ground Floor Activation Areas	Opportunities for Improved & Updated Commercial Space	Building Design Standards and Flexibility	Office Competitiveness and Conversion Study		Parking Improvements	One Way Street Conversion Exploration	Improved Connectivity within and to/from the Plan Area	General Streetscape Improvements	Improvements to blank walls and surface parking lots for existing buildings
	<ul style="list-style-type: none">Balance Mix of UsesDevelopment ProjectionsPopulation/House holds ProjectionsPublic Service Projections	<ul style="list-style-type: none">Regulatory ReviewPossible Incentives – Creative Place making, Affordable Housing, Streetscape Improvements (Existing Properties)Urban Design Update	Including Possible Innovative Use for NRG within Mixed Use Context		Office Competitiveness and Conversion Study	<ul style="list-style-type: none">Work space enhancementsCo-worker Office spaceAgility to a changing marketHigher ceilingsFloor PlatesOther			<ul style="list-style-type: none">Parking StudyUtilizationSharedPublicly AccessibleMetered	Transportation Study	Transportation Study <ul style="list-style-type: none">TransitBicycleShuttlesCar	<ul style="list-style-type: none">Wider sidewalksImproved tree canopyLightingLandscapingGreen Infrastructure	Blank Walls and Surface Parking Lot Enhancements for Existing Properties Study
Economic Development Subcommittee	Projections Analysis	Zoning Analysis	OTN Retail and Commercial Strategy	Targeted/Focus: Retail Areas	Opportunities for Improved & Updated Commercial Space	Building Design Standards and Flexibility	Office Competitiveness and Conversion Study	Enhanced Amenities for Resident and Daytime Tenant	Parking Improvements	One Way Street Conversion Exploration	Improved Connectivity within and to/from the Plan Area	General Streetscape Improvements	Improvements to blank walls and surface parking lots for existing buildings
	<ul style="list-style-type: none">Balance Mix of UsesDevelopment ProjectionsPopulation/House holds ProjectionsPublic Service Projections	<ul style="list-style-type: none">Regulatory ReviewIncentives – Creative Place making, Affordable Housing, Streetscape Improvements (Existing Properties)Urban Design Update	Including Possible Innovative Use for NRG within Mixed Use Context		Office Competitiveness and Conversion Study	<ul style="list-style-type: none">Work space enhancementsCo-worker Office spaceAgility to a changing marketHigher ceilingsFloor PlatesOther	(Restaurants, Entertainment/Retail , Outdoor/Indoor Wellness Centers, Dog Friendly Spaces)	<ul style="list-style-type: none">Parking StudyUtilizationSharedPublicly AccessibleParking Underground Parking for New Development	Transportation Study	Transportation Study <ul style="list-style-type: none">TransitBicycleShuttlesCar	<ul style="list-style-type: none">Wider sidewalksImproved tree canopyLightingLandscapingGreen Infrastructure	Blank Walls and Surface Parking Lot Enhancements for Existing Properties Study	
Infrastructure and Environmental Sustainability and Transportation Subcommittee	Green Infrastructure Improvements	Eco-District Study	Sewer and Storm water Study	Open and Public Space Plan	Improved Connectivity of Open Spaces	Bikeways – Further Study and Public Input	Anticipated Roadway Improvements - CIP	Transportation Study	Parking Study	One Way Street Conversion	Improved Connectivity within and to/from the Plan Area	General Streetscape Improvements	
	<i>Eco District Study</i> <ul style="list-style-type: none">Green Streets – Royal, Second, WytheTree WellsRain GardensOther BMPs			<ul style="list-style-type: none">RailbankingTrailsParksPotential Sculpture GardenOther Public Space Enhancements and Expansions		<ul style="list-style-type: none">RoyalMadison	<ul style="list-style-type: none">Repaving of RoyalRepaving of Montgomery	<ul style="list-style-type: none">Traffic analysisPed/bike needsTransit analysis (including trolley or expanded transit)Parking	<ul style="list-style-type: none">UtilizationSharedParkingMeteredParking	Transportation Study	Transportation Study <ul style="list-style-type: none">TransitBicycleShuttlesCar	<ul style="list-style-type: none">Wider sidewalksImproved tree canopyLightingLandscapingGreen Infrastructure	
Open Space, Recreation, Cultural Facilities and Historic Preservation Subcommittee	Green Infrastructure Improvements	Identification of Opportunities for Community Facility Space	OTN History Plan	Open and Public Space Plan	Improved Connectivity of Open Spaces	Bikeways	Leverage Waterfront Plan		Parking Study				
	<i>Eco District Study</i> <ul style="list-style-type: none">Green Streets – Royal, Second, WytheTree WellsRain GardensOther BMPs	<ul style="list-style-type: none">Community Meeting/Recreational SpaceCreative Place making/Performance SpacePotential Art Corridor		<ul style="list-style-type: none">RailbankingTrailsParksPotential Sculpture GardenPublic Space Enhancements and Expansions		Further Study and Public Input <ul style="list-style-type: none">RoyalMadison	<ul style="list-style-type: none">Street end ImprovementsBuilding Design	<ul style="list-style-type: none">UtilizationSharedParkingMeteredParking					

PLANNING, LAND USE, AND DESIGN & HOUSING

WORKING DRAFT PHASE I PLAN FRAMEWORK: LAND USE MIX



LAND USE

Ideas for Future Study



A Waterfront Community



URBAN DESIGN - A WATERFRONT NEIGHBORHOOD

Ideas for Future Study



LEGEND

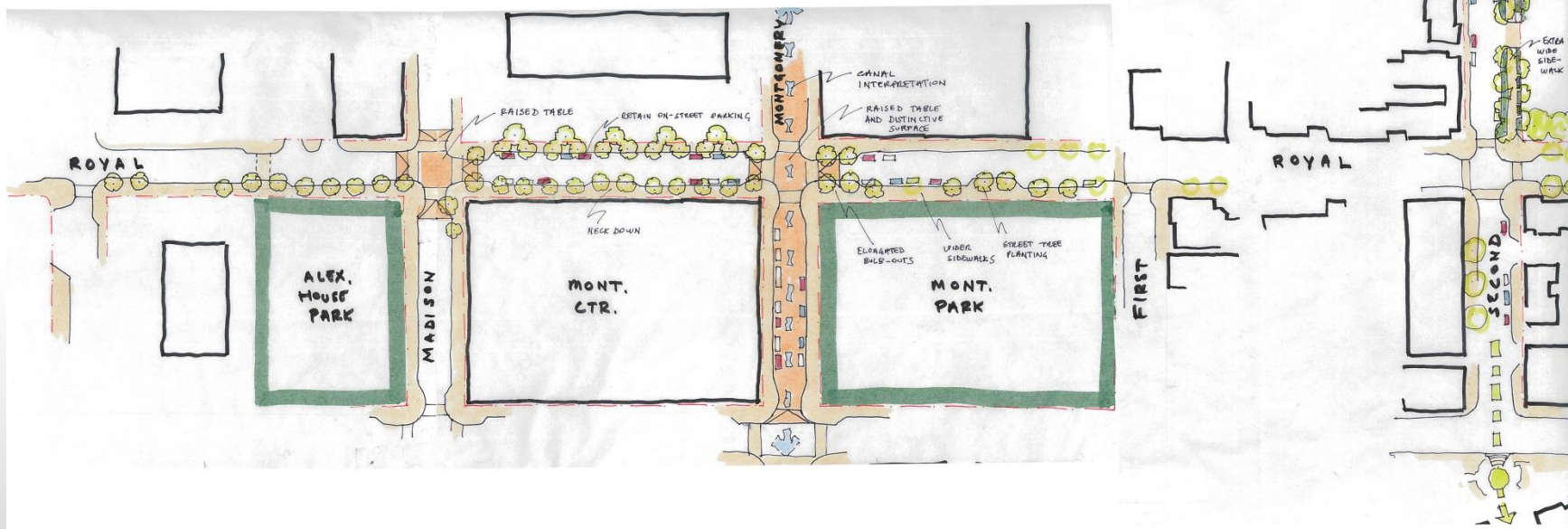
- EXISTING WATER VIEWS
- PROPOSED WATER VIEWS
- POTENTIAL CONNECTIONS
- TERMINATING VISTAS

Urban Village Character – A Walkable Community

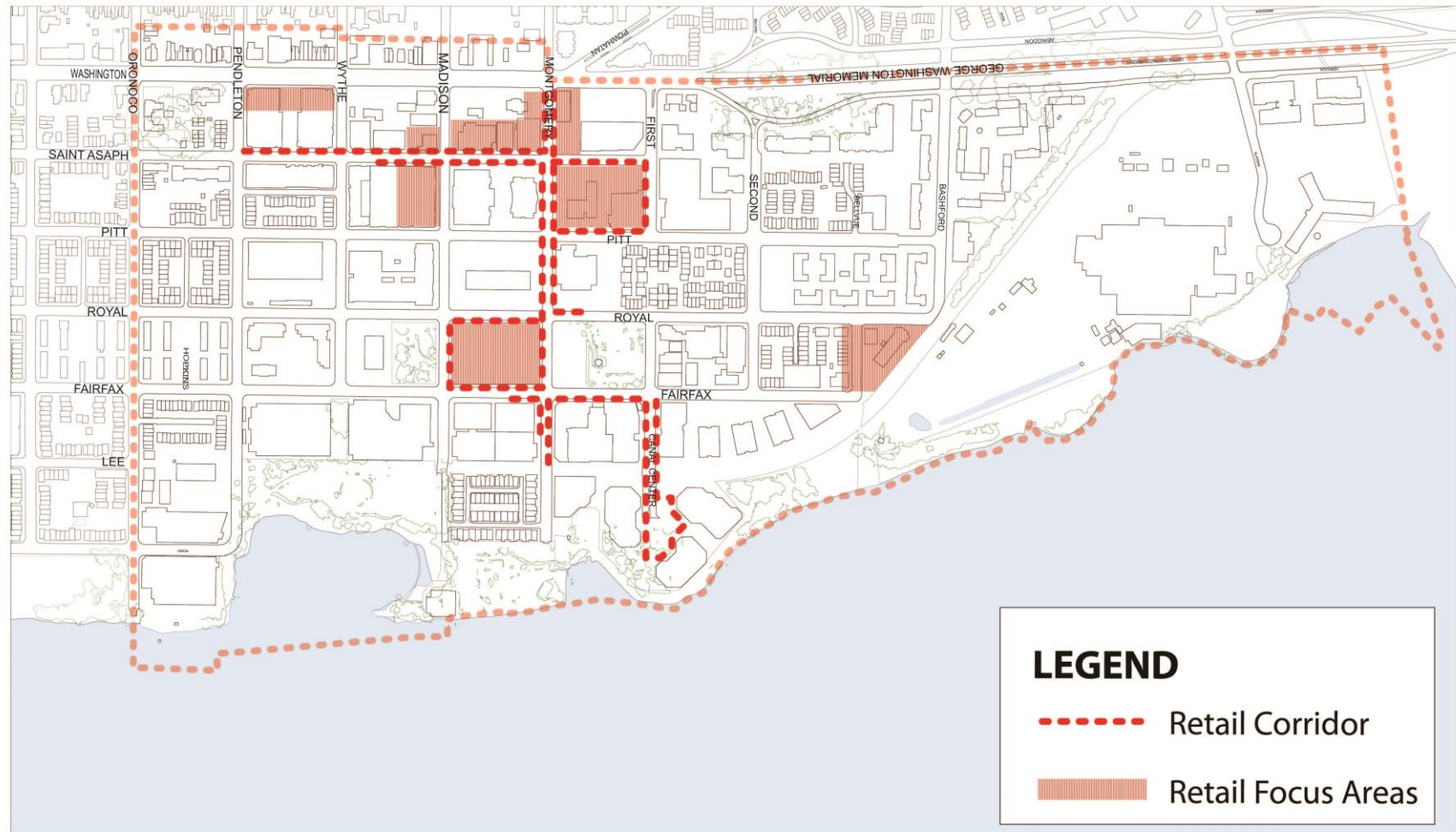


Improvements on the street corridors:

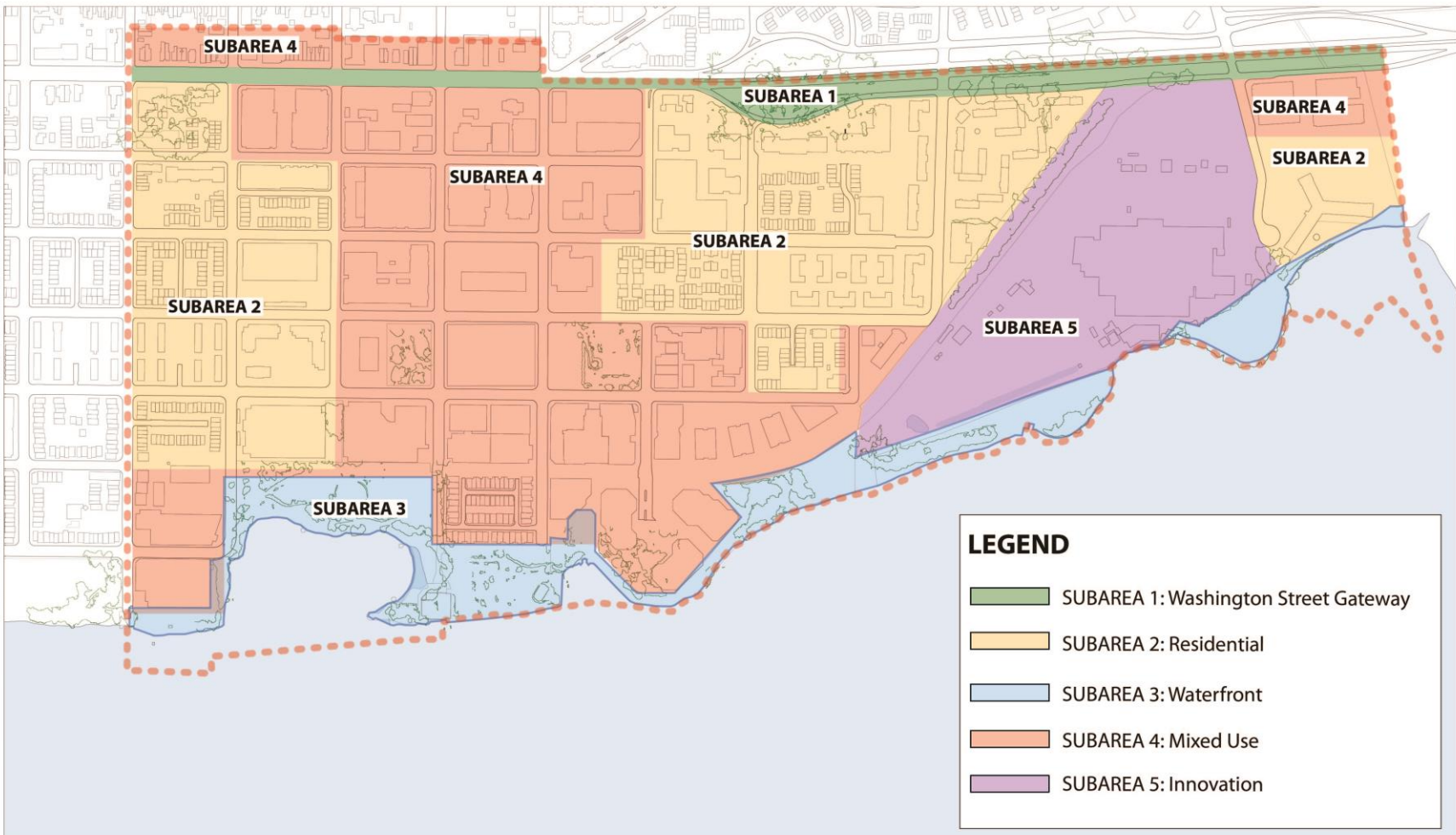
- Bulb outs
- Wider sidewalks
- Traffic tables
- Street trees
- Special paving



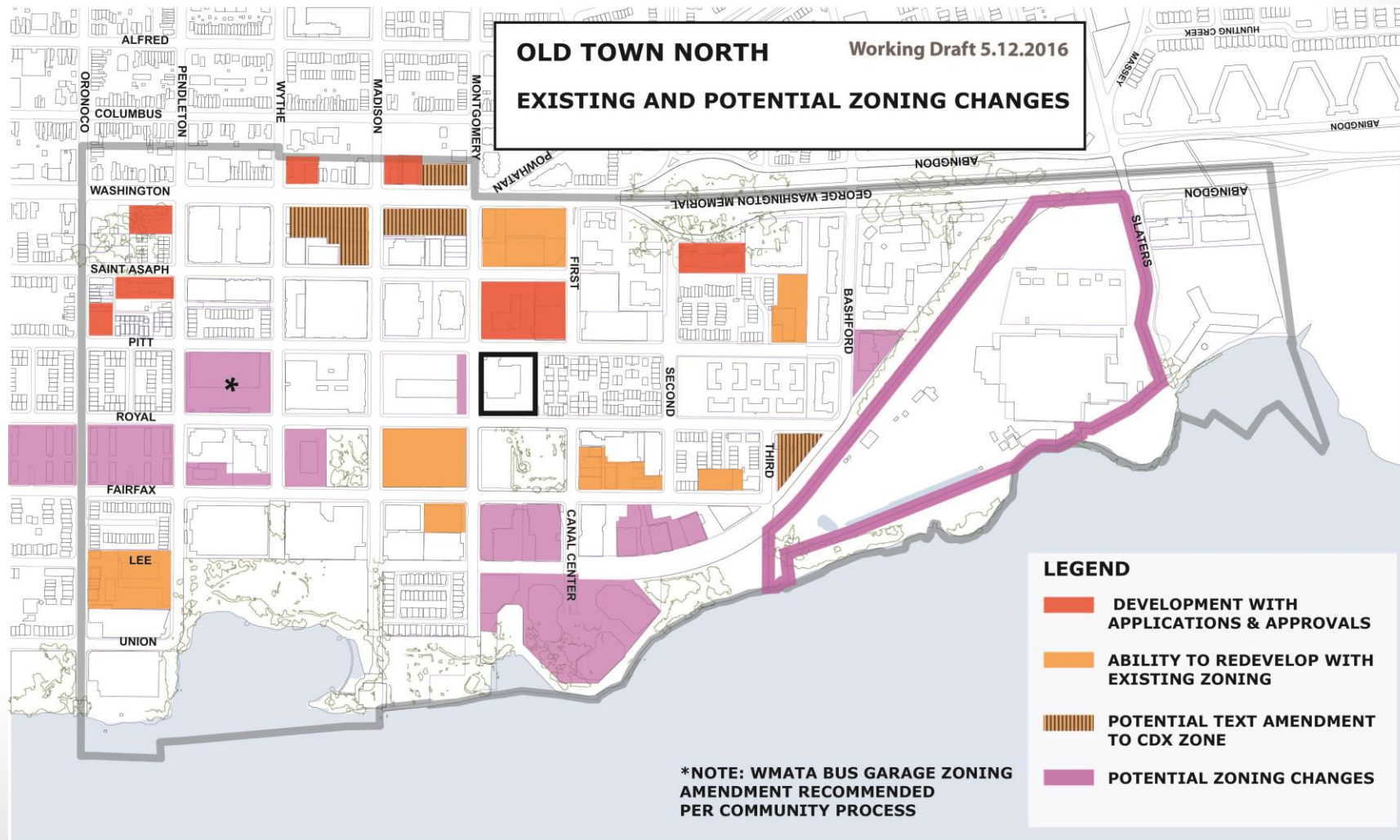
Urban Village Character and Nearby Retail



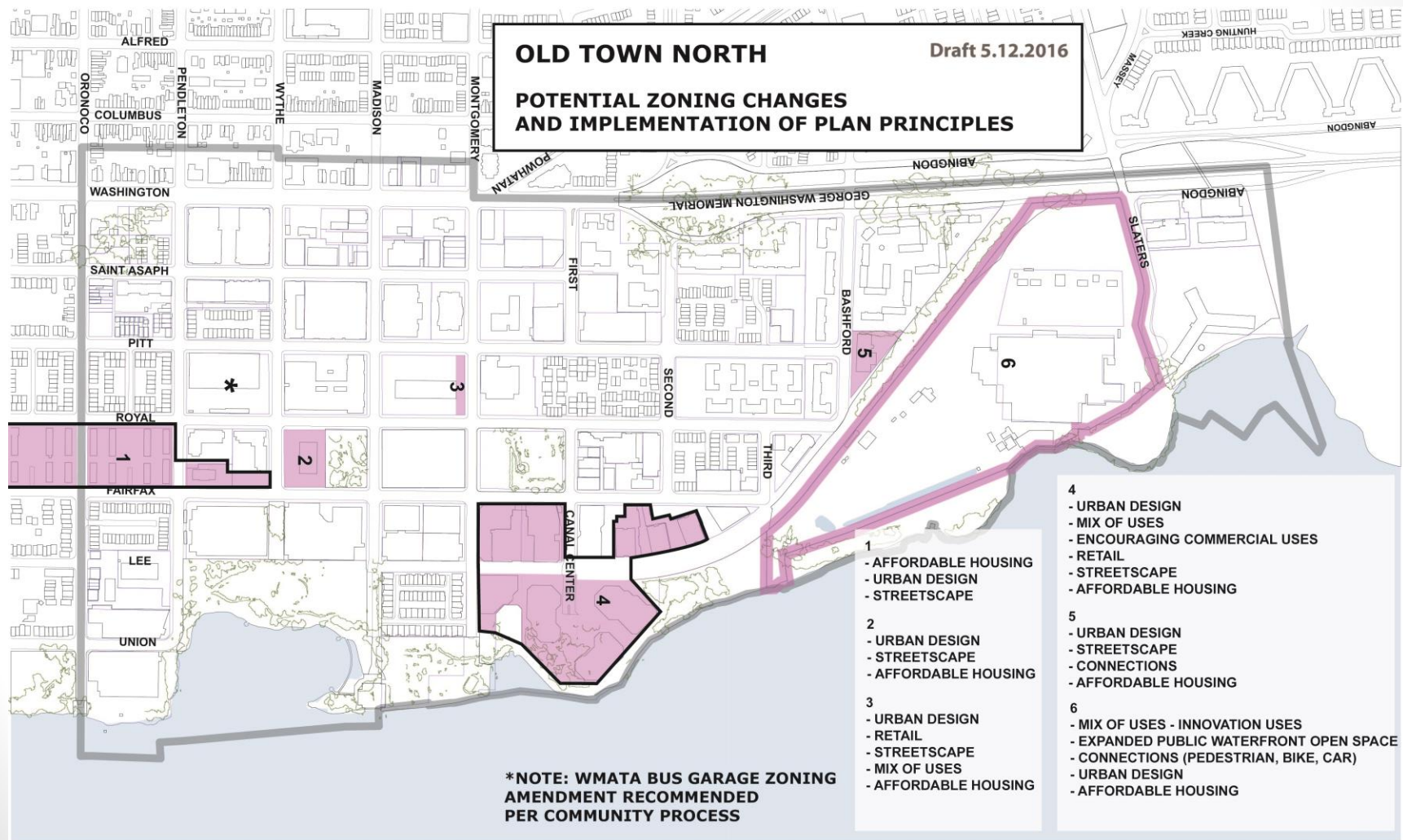
Managing Development - Urban Design Subareas



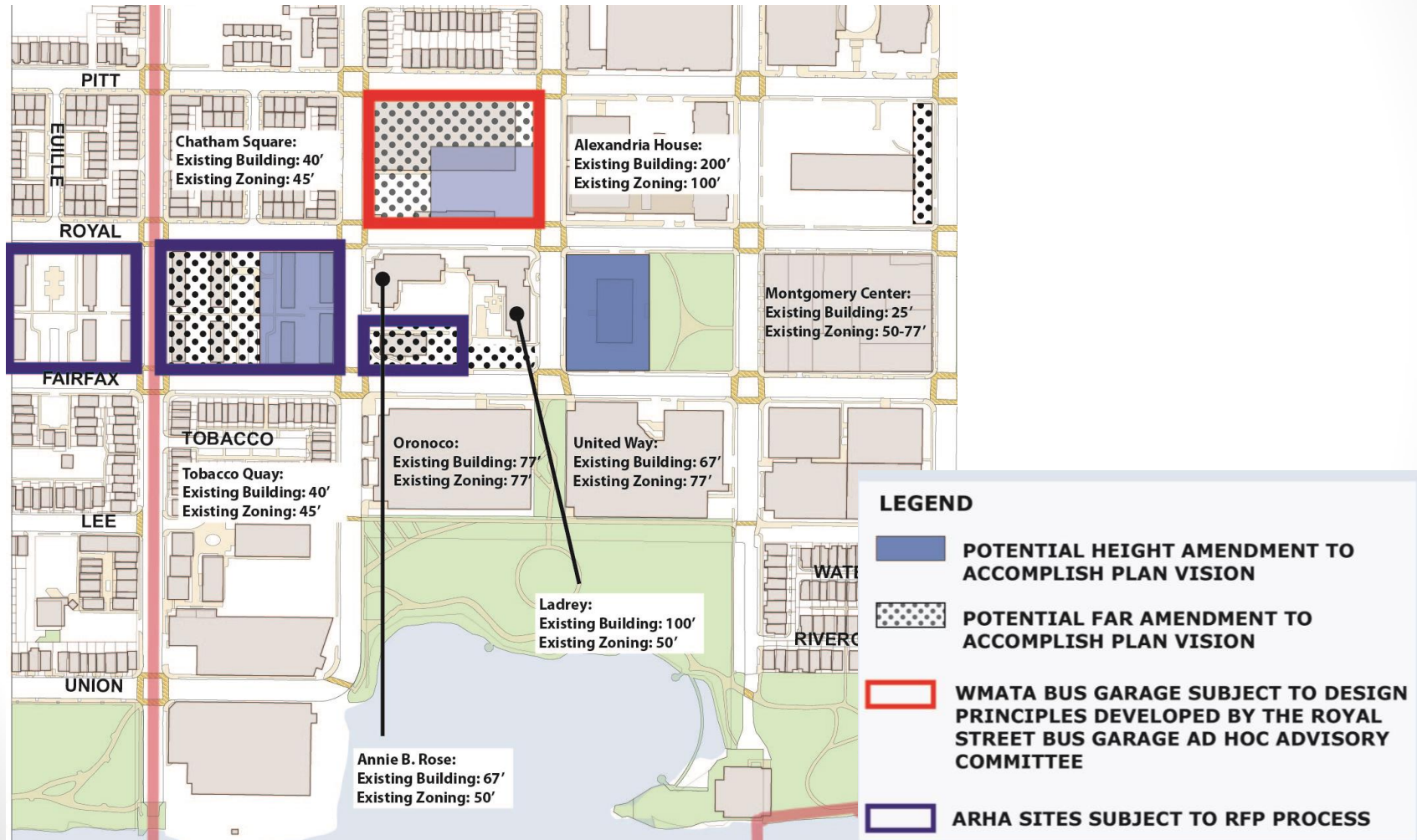
Managing Development - Development Analysis Steps



Managing Development – Site with Potential Zoning Amendments



Managing Development – Sites with Potential Height Amendments



NRG/PEPCO Site – Potential Open Space Diagram

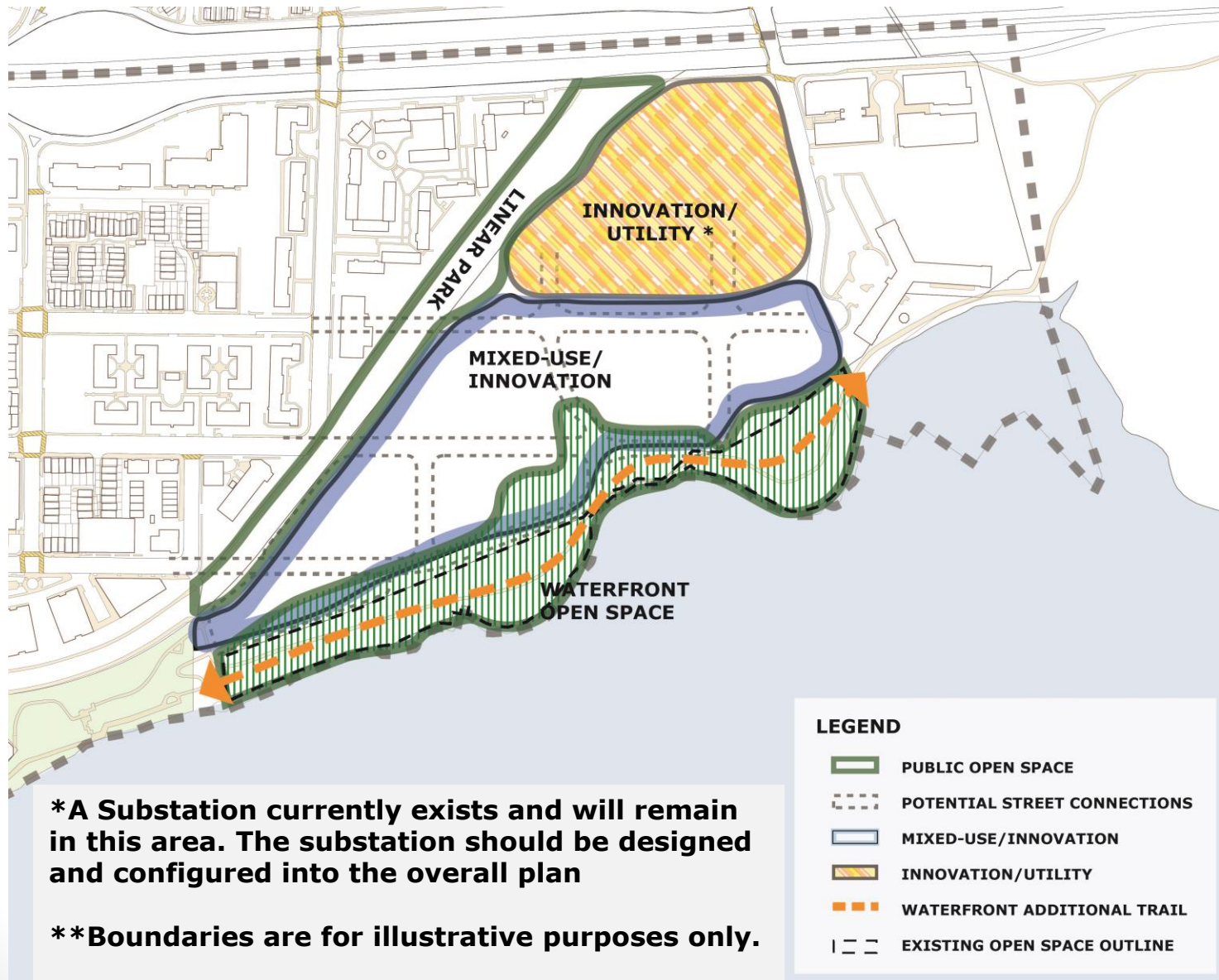


*** Boundaries are for illustrative purposes only.**

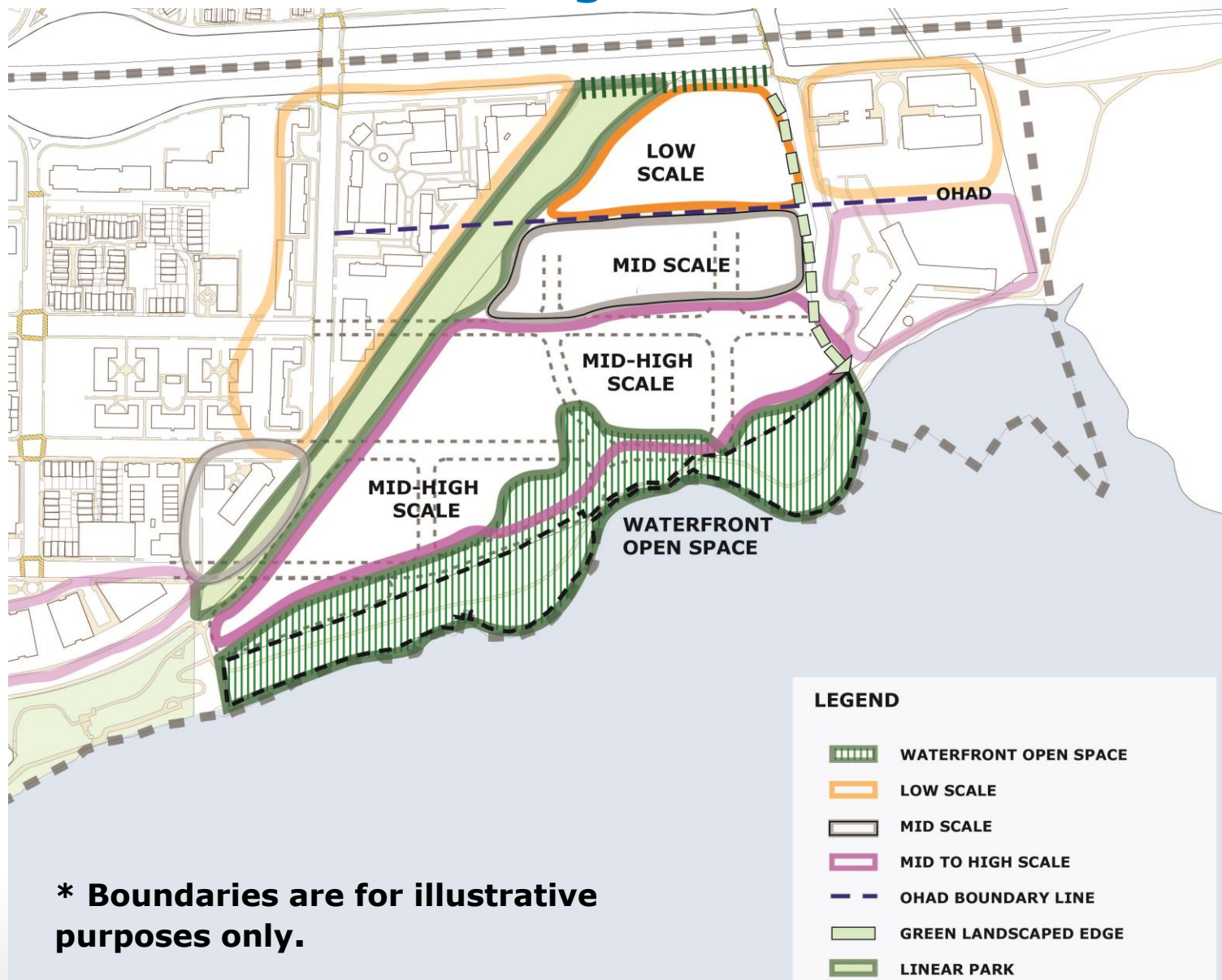
INDUSTRIAL HERITAGE: PUBLIC ARTIFACTS



NRG/PEPCO Site – Potential Land Use Diagram



NRG/PEPCO Site – Potential Building Scale Diagram



WORKING DRAFT PHASE I PLAN FRAMEWORK: HOUSING GOALS AND OBJECTIVES

Project Assessment Organization- Old Town North Small Area Plan (OTN SAP)
(Visioning Exercise for the Old Town North Small Area Plan Update)

November 13, 2015

CATEGORY	GUIDING PRINCIPLES (Goals)	OBJECTIVES	Issues/ Follow-up Items
HOUSING	Encourage a variety of housing choices that are affordable and accessible to a diverse range of ages, incomes, abilities and household sizes throughout the plan area.	Fully utilize tools within the Housing Master Plan such as leveraging the density bonus policy to achieve affordable units.	
		Replace ARHA units on a one-to-one basis , and on-site to the greatest extent feasible, as properties in Old Town North develop.	
		Prioritize the provision of on-site affordable housing.	
		Explore innovative housing solutions such as micro-units and building conversions if feasible	
		Incorporate community spaces within housing developments	
		Ensure on-site recreational space in new ARHA redevelopment	

Affordability at all life stages

- **Who**

- Young people
- Families
- Empty nesters
- Seniors - aging in place

- **Benefits**

- Housing choices for all incomes, life stages, and physical abilities
- People can live near employment & transit
- Promote economic diversity in communities
- Allow people to age-in-place

COMMUNITY FEEDBACK

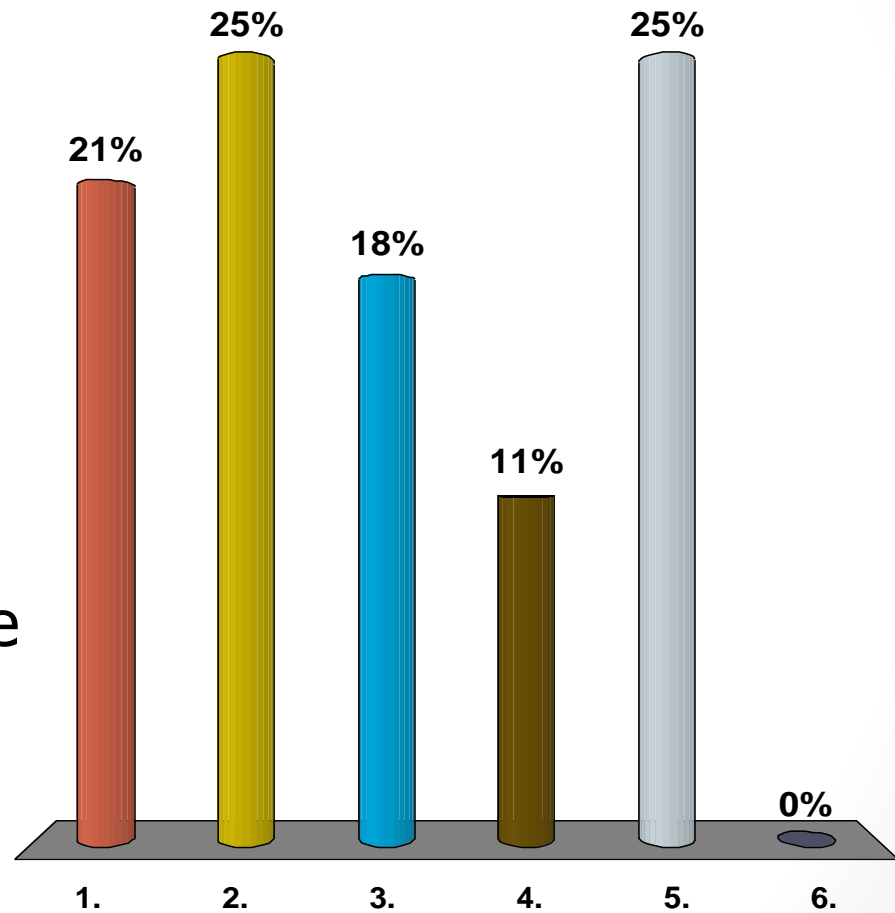
EXPLORATORY INCENTIVES

Exploratory Incentives for Community Feedback

- Affordable Housing
- Cultural/Art and Community Related Spaces
- Streetscape/ Urban Design Enhancements of existing Properties
- Retail Focus Areas – Primary and Secondary
- Office Focus Areas

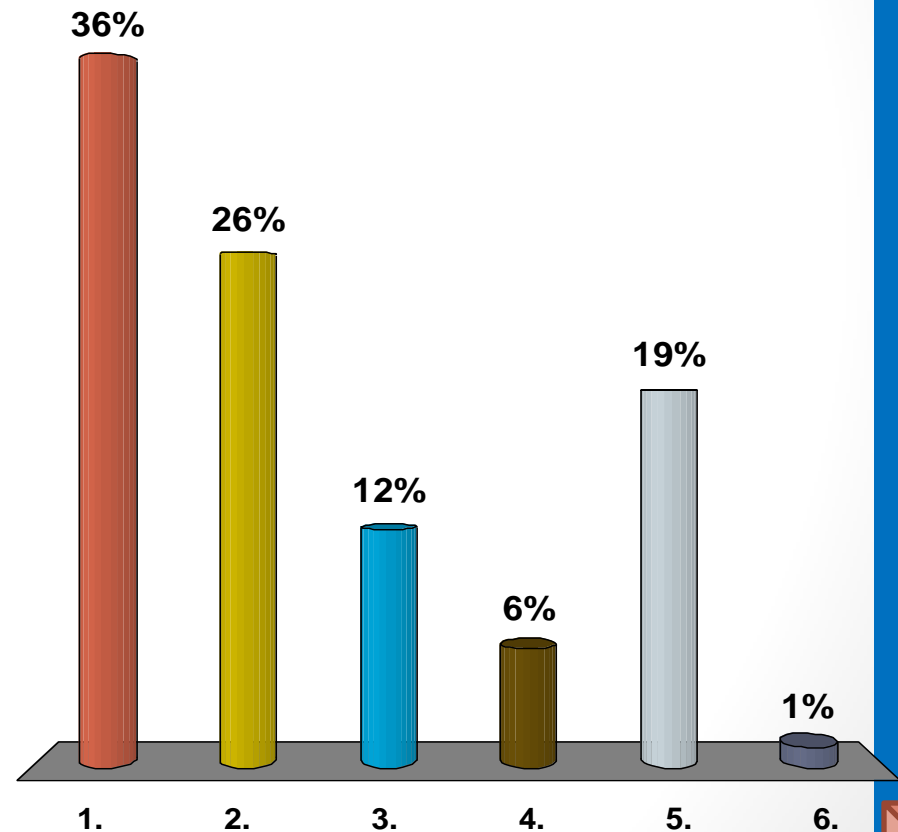
Affordable Housing – regulatory incentive allowing an increase in Density Bonus

1. Strongly Agree
2. Agree
3. Neutral
4. Disagree
5. Strongly Disagree
6. Other (Write on note card)

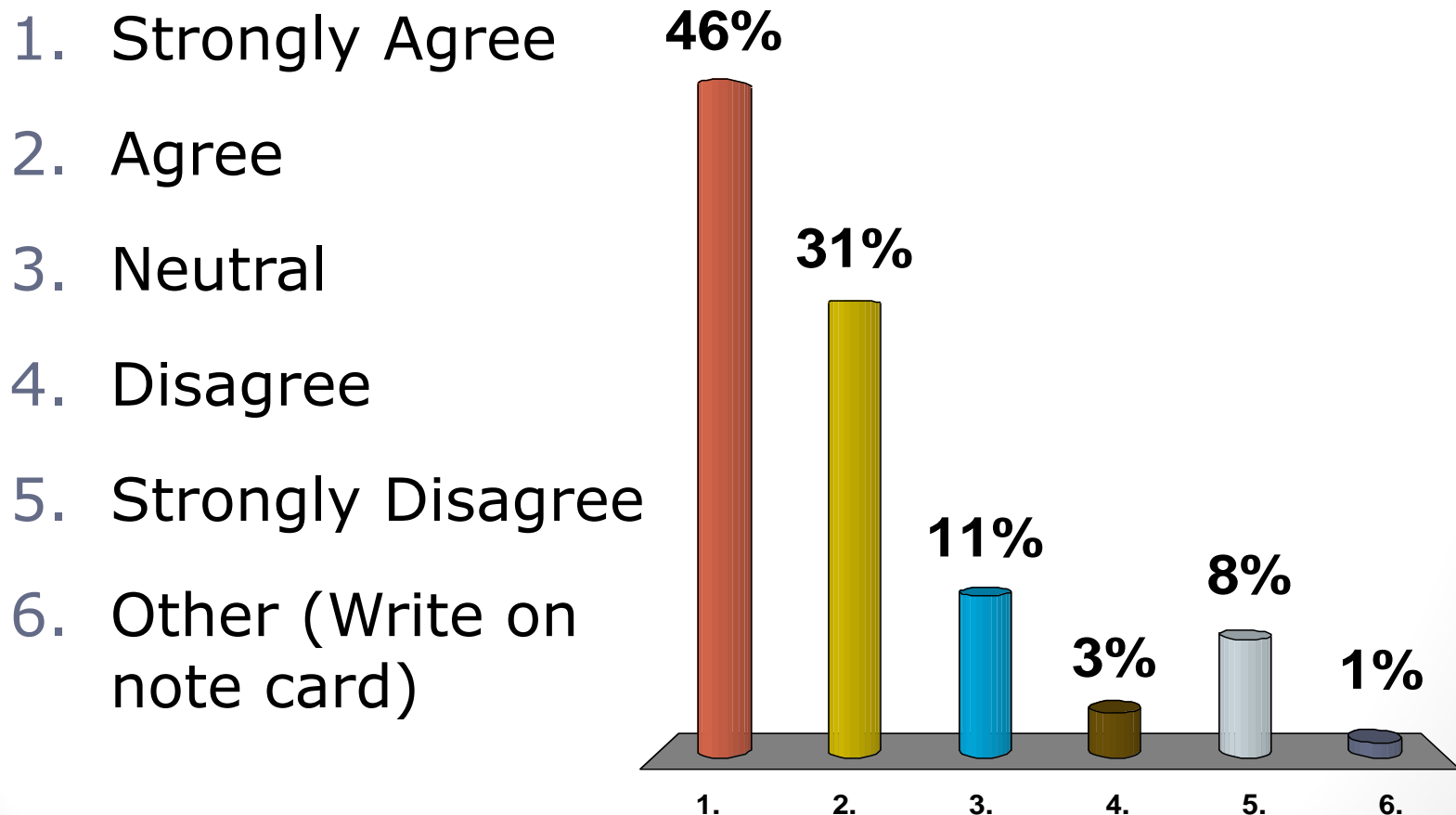


Cultural/Art and community related spaces – private/public partnerships to possibly include regulatory incentives for additional density

1. Strongly Agree
2. Agree
3. Neutral
4. Disagree
5. Strongly Disagree
6. Other (Write on note card)

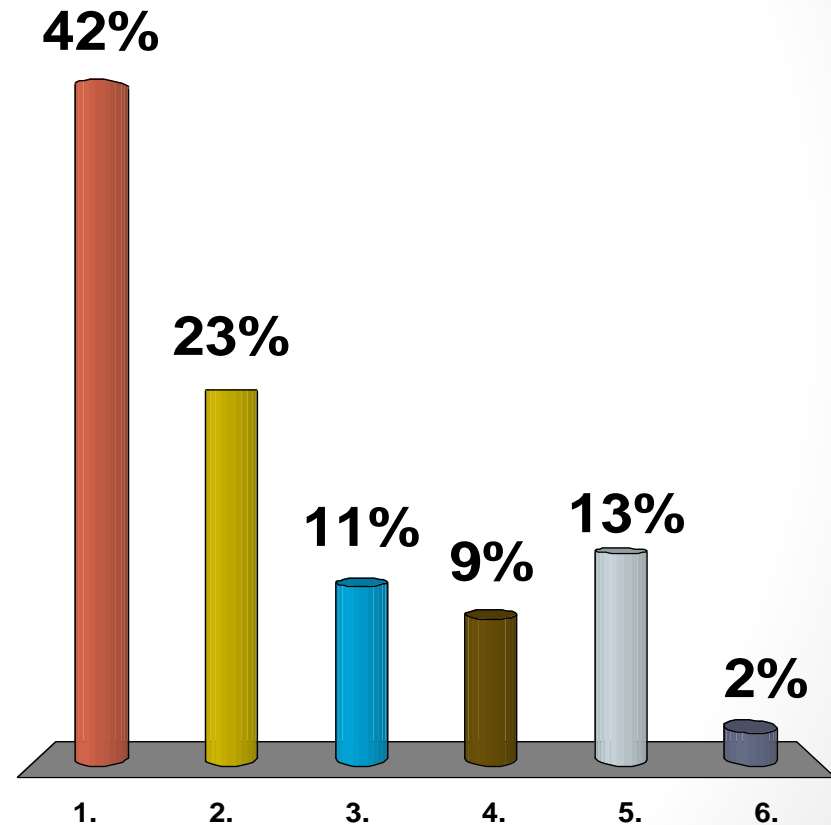


A toolbox of regulatory and/or other incentives to help existing properties with their design and streetscape challenges



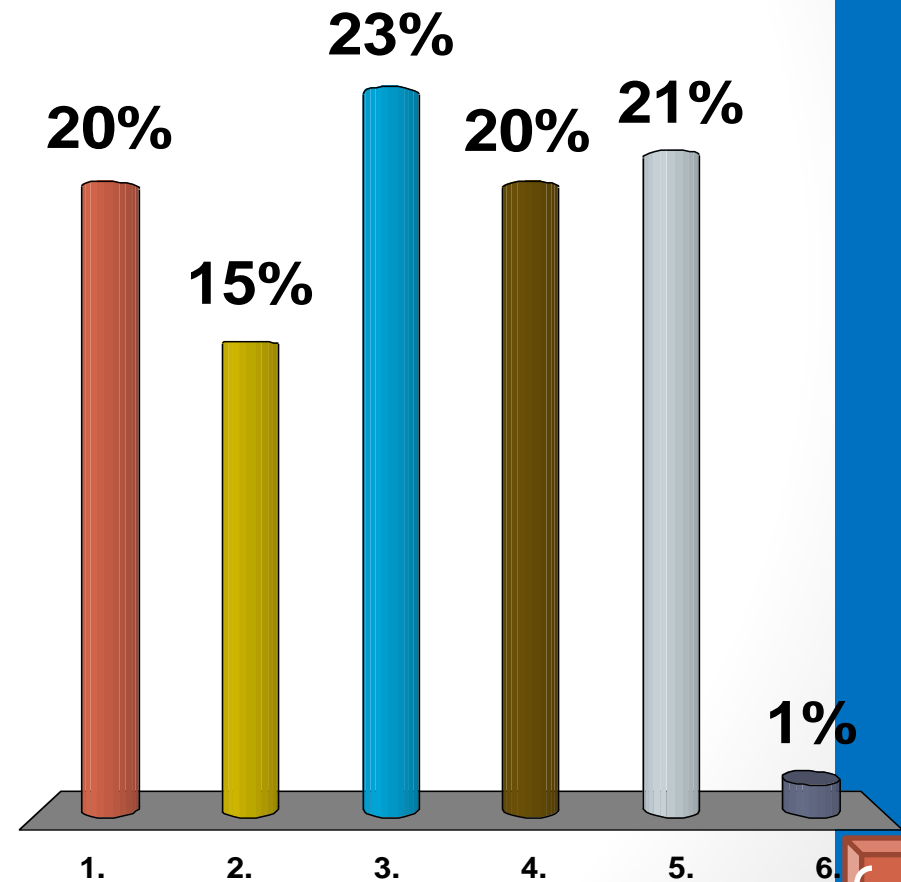
Retail focus areas should continue to receive additional density and other targeted retail areas should be assessed

1. Strongly Agree
2. Agree
3. Neutral
4. Disagree
5. Strongly Disagree
6. Other (Write on note card)



Office priority areas should be considered for regulatory incentives, including possible added density

1. Strongly Agree
2. Agree
3. Neutral
4. Disagree
5. Strongly Disagree
6. Other (Write on note card)



COMMUNITY FEEDBACK

ART CORRIDOR ELEMENTS

Art Corridor – Graphic Recorder

- Solicitation of ideas from the Community on possible elements to explore for an Arts Corridor.
- Graphic Recorder will document the ideas based on the input he hears.
- Graphic Artist is Greg Gersch and he has 20 years+ experience and has worked with corporate and nonprofit clients in real time to capture essential ideas
- Urban Land Institute and the American Institute of Architects are among his past clients.
- This is a brainstorming session recognizing that ideas will need to be studied and tested for feasibility and for consensus by the community
- This is an attempt to begin visually conceptualizing an Arts Corridor with the opportunity to explore it further during the Mini Charrette

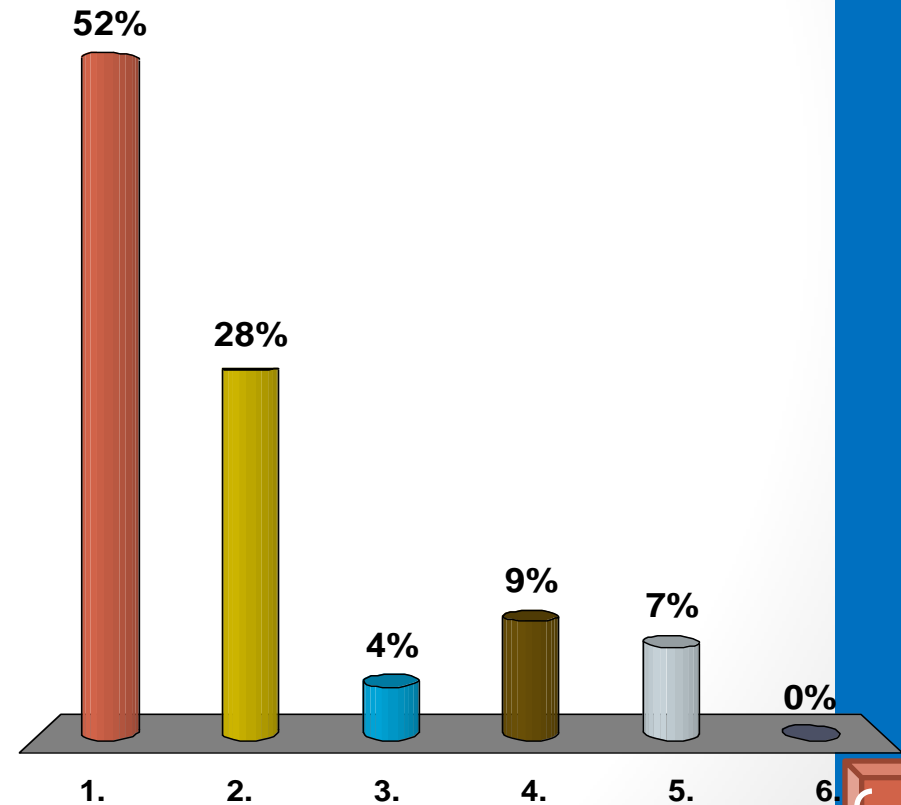
PHASES II AND III: ART CORRIDOR

- Are these **elements** that you would like to see on an arts corridor?
 - General streetscape improvements (more tree canopy, wider sidewalks, banners, distinct lighting)
 - Crosswalk Art
 - Public Utility Art (fire hydrants, utility poles)
 - Art installations to improve some building facades and/or otherwise enhance building frontages and the pedestrian experience
 - Art Sculpture Park
 - Art in Montgomery Park
 - Special Events and Programming
 - Are there other elements?

General streetscape



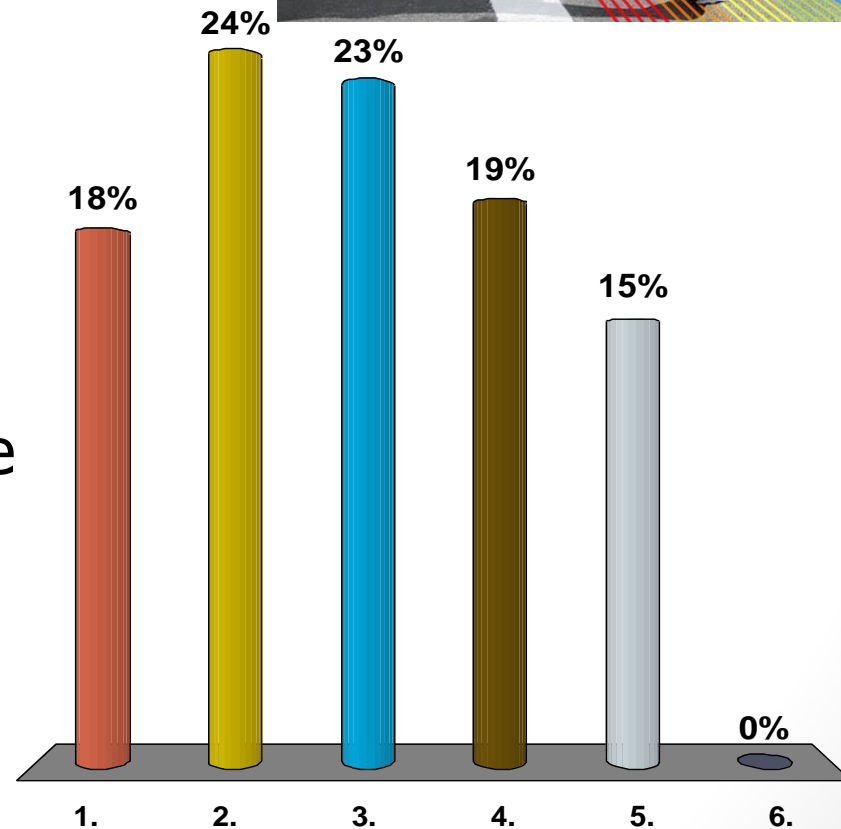
1. Strongly Agree
2. Agree
3. Neutral
4. Disagree
5. Strongly Disagree
6. Other (Write on note card)



Crosswalk Art



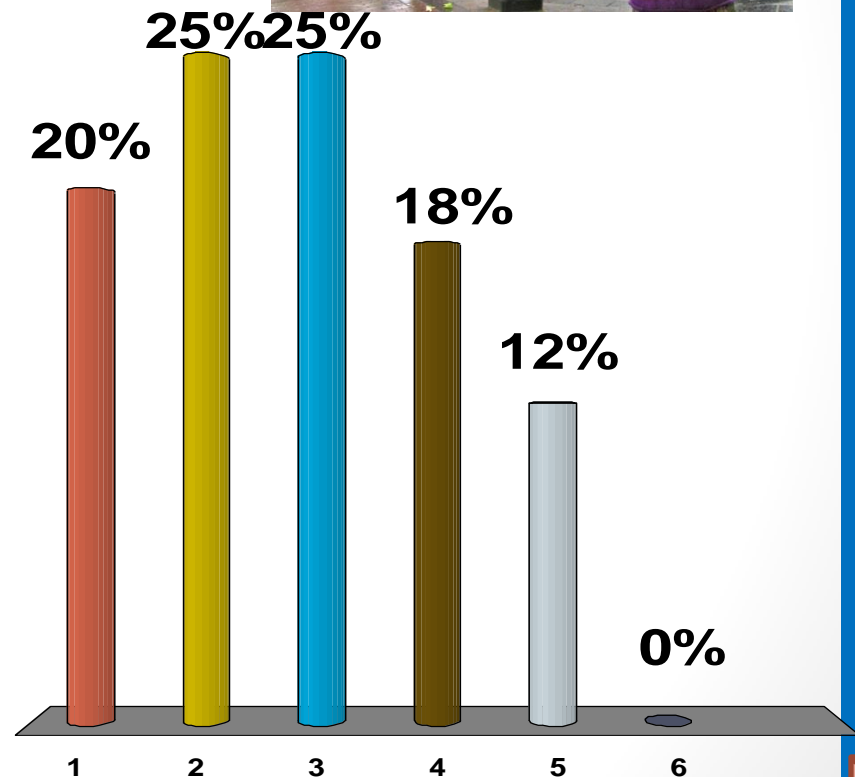
1. Strongly Agree
2. Agree
3. Neutral
4. Disagree
5. Strongly Disagree
6. Other (Write on note card)



Public Utility Art



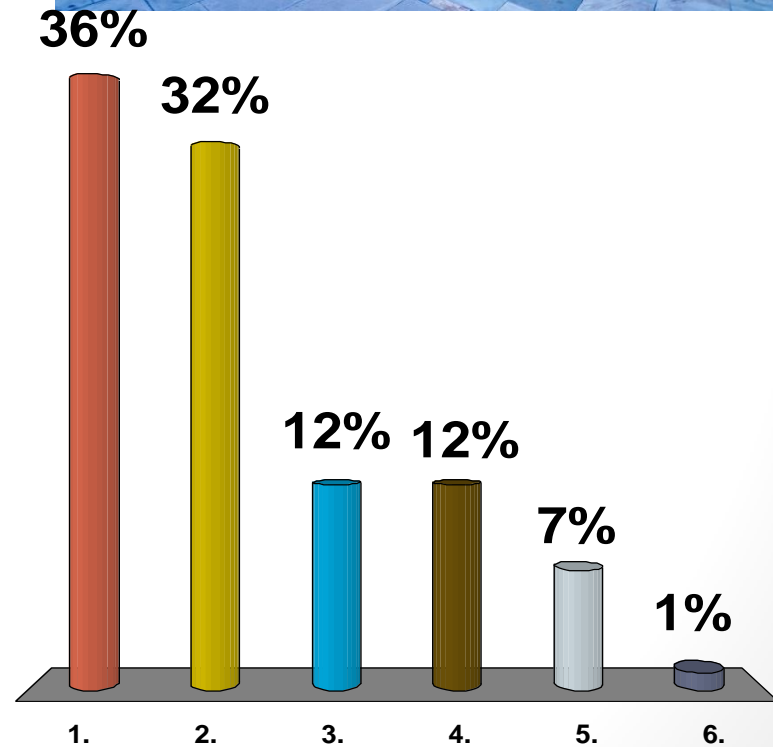
1. Strongly Agree
2. Agree
3. Neutral
4. Disagree
5. Strongly Disagree
6. Other (Write on note card)



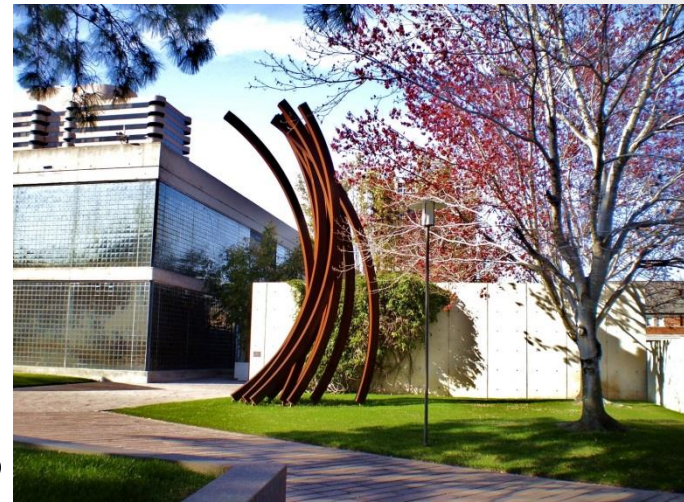
Art installations



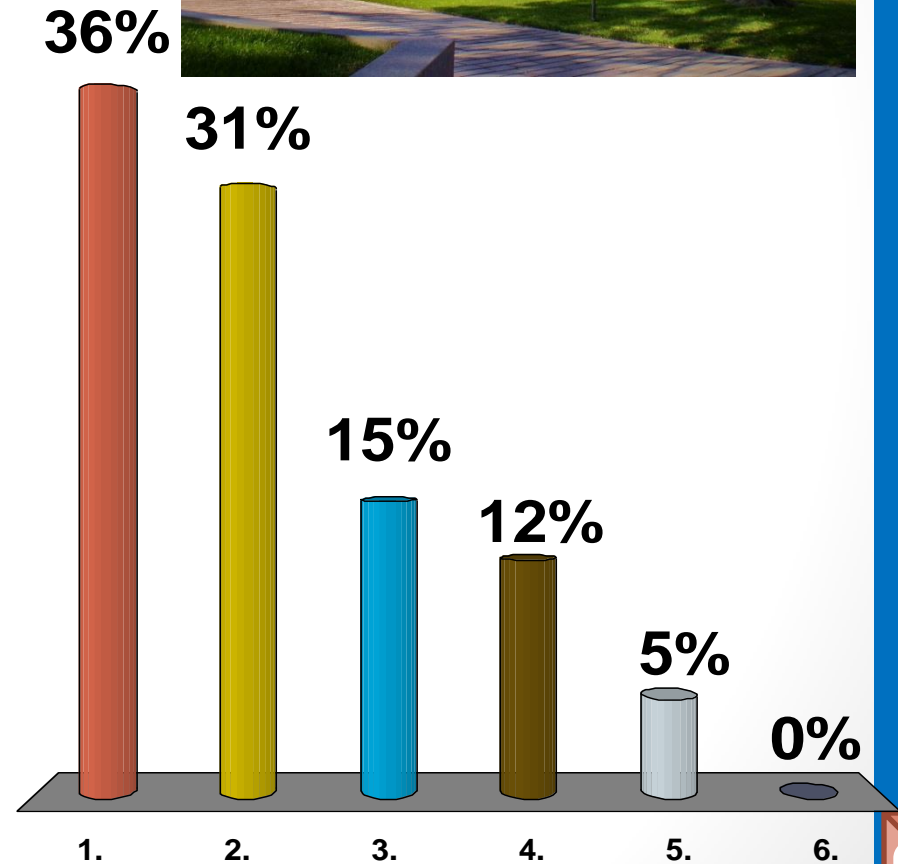
1. Strongly Agree
2. Agree
3. Neutral
4. Disagree
5. Strongly Disagree
6. Other (Write on note card)



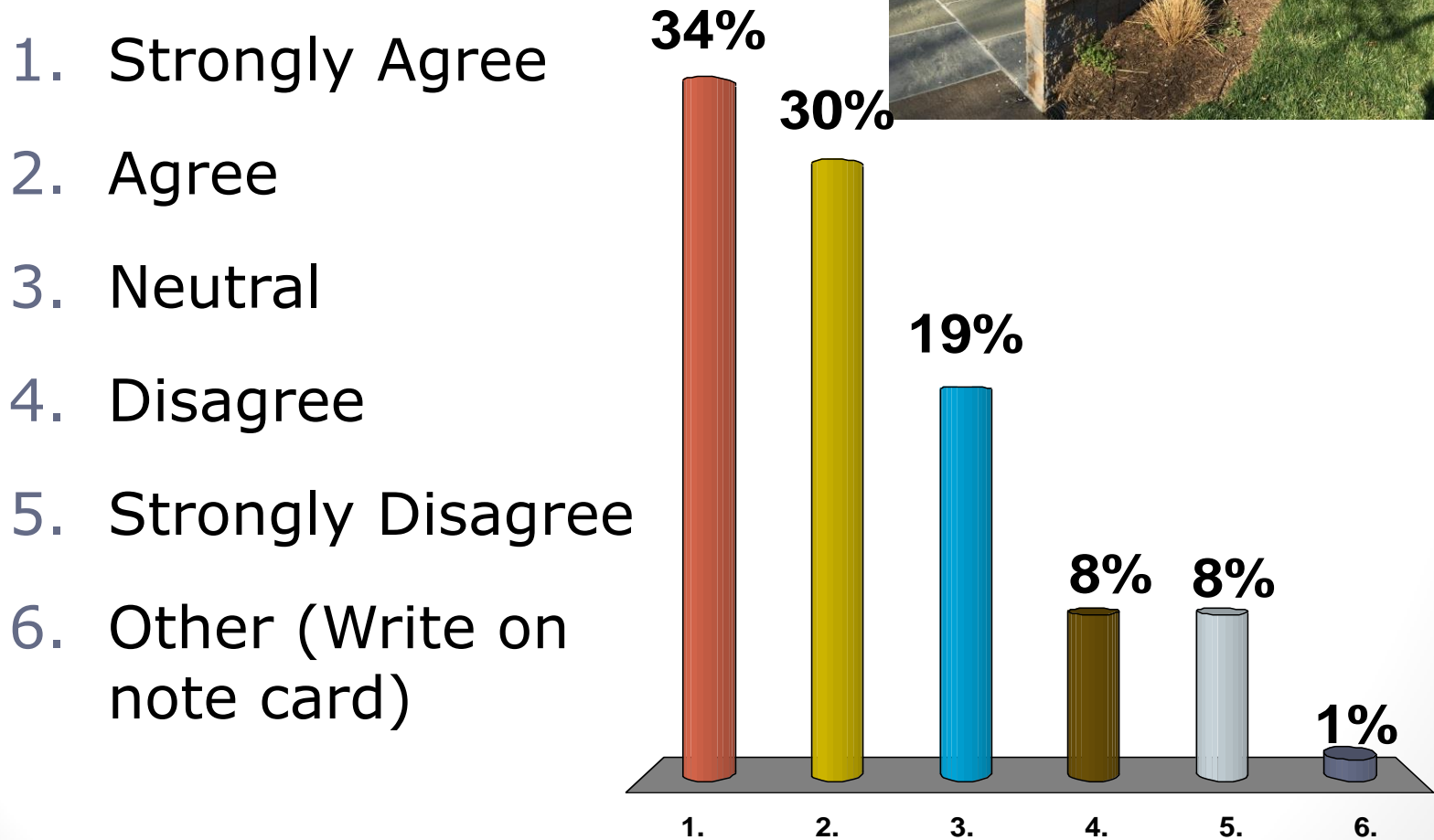
Art Sculpture Park



1. Strongly Agree
2. Agree
3. Neutral
4. Disagree
5. Strongly Disagree
6. Other (Write on note card)



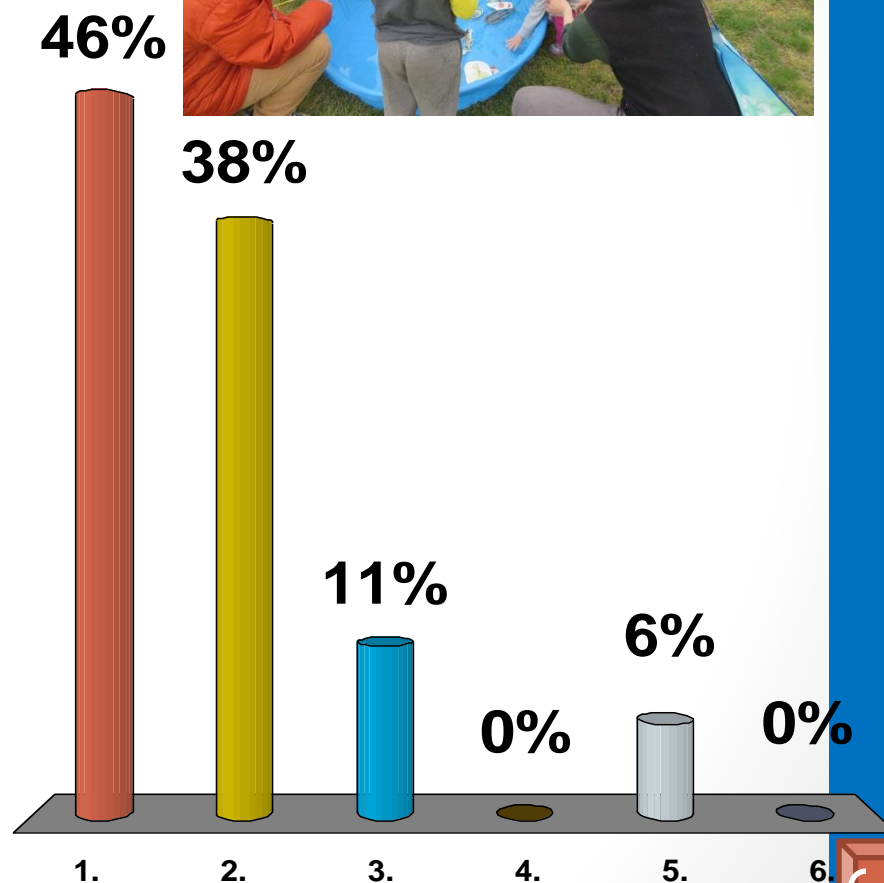
Art in Montgomery Park



Special Events

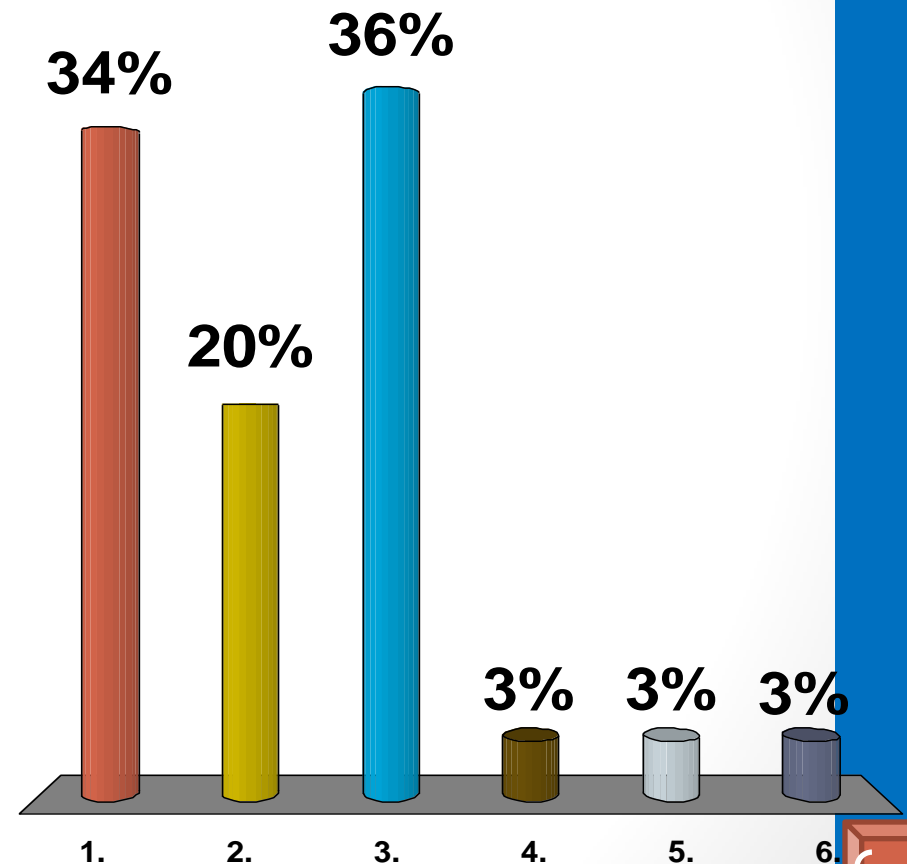


1. Strongly Agree
2. Agree
3. Neutral
4. Disagree
5. Strongly Disagree
6. Other (Write on note card)



Are there other Elements

1. Strongly Agree
2. Agree
3. Neutral
4. Disagree
5. Strongly Disagree
6. Other (Write on note card)



OPEN SPACE, RECREATION AND CULTURAL ACTIVITIES & HISTORIC PRESERVATION

PHASES II AND III PRELIMINARY FINDINGS: OPEN SPACE

- **Streetscape Improvements**
 - Analysis of all streets in OTN
 - 'Green' Streets (Washington / Wythe / Second / Royal)
 - Retail Streets (Montgomery / St Asaph)
- **Trail Improvements**
 - Railbanking possibility subject to decommissioning timeframe for NRG
 - Trail connection from RTN to the Parkway and Daingerfield Island
 - Transit Alternatives
- **Waterfront Improvements** – Alignment with Waterfront Plan (Tidelock, Street Ends, Park Improvements)
- **NRG** – Private Requirements and potential public open space expansion

Working Draft: Washington Street Streetscape



WORKING DRAFT: OPEN SPACE



OPEN SPACE

Ideas for Future Study



- OPEN SPACE AS A PRIORITY ON THE NRG SITE
- MAXIMIZE OPEN SPACE CORRIDOR ON THE WATERFRONT

Working Draft Framework Plan: Historic Preservation



HISTORY & ARCHAEOLOGY: THEME AREAS



PHASE II AND III PRELIMINARY FINDINGS: History Plan

- Development of an OTN History Plan
 - Documentation and Narrative of Historic Resources, and Timelines
 - Documentation of Architecture
 - Identification of Interpretation Tools
 - Private Developments
 - Public Spaces
 - Personal and Official Reference



Open Space, Recreation, Cultural Activities & Historic Preservation

PUBLIC COMMENT/INPUT

INFRASTRUCTURE AND ENVIRONMENTAL SUSTAINABILITY & TRANSPORTATION



ECO DISTRICT CONCEPT

Implementing Eco-City Alexandria and sustainability through the Small Area Plan Process



DIVERSITY & MIXED USE

- Achieve a variety of building types, heights, and densities that support a diverse population and allows for aging in place.
- Prioritize the provision of on-site affordable housing.
- Achieve, sustain, and utilize a balanced land use mix including key features to create a complete neighborhood to meet the community's social and economic needs.
- Explore innovative housing solutions such as micro-units and existing building conversions as feasible.
- Use open spaces to connect neighborhoods to viewsheds and public amenities such as, parks, and the Water front.

MULTI-MODAL TRANSPORTATION

- Provide a mix of land uses with an interconnected network that emphasizes walking, biking, and public transit to reduce vehicle trips.
- Prioritize public transport, biking, and walking as an economic, environmental and public health tool.
- Enable adoption of low-emission & electric vehicles through charging and clean fuel infrastructure.

ENERGY AND GREEN BUILDING

- Prioritize energy efficiency and high performance and enhanced green building.
- Emphasize on site renewable and district-scale energy systems
 - o solar
 - o ground source heat pumps
 - o microgrid
 - o storage

CARBON FOOTPRINT REDUCTION

- Prioritize clean, renewable and low-carbon energy sources locally and from external utility distribution.
- Promote 'Smart Cities' technologies.

WATER QUALITY

- Address impact of combined sewer overflows (CSOs).
- Implement stormwater management through green infrastructure and low-impact development.
- Increase tree canopy and enhance green space through appropriate planting, native trees and green roofs.
- Conserve water through re-use and use of low-flow fixtures.

MEASURES

- Energy and Greenhouse gas emissions per capita.
- Increase in open space.
- Percent of energy supply from renewable resources.
- Number of green / roofs, light colored pavements and increase in tree canopy coverage.
- Number of green infrastructure projects.
- Number of acres with separated sewer system.
- Increase in transit ridership / service.
- Increase in number of bike / pedestrian trips.

Phase II and III Preliminary Findings: Eco District & Sewer/Stormwater Study

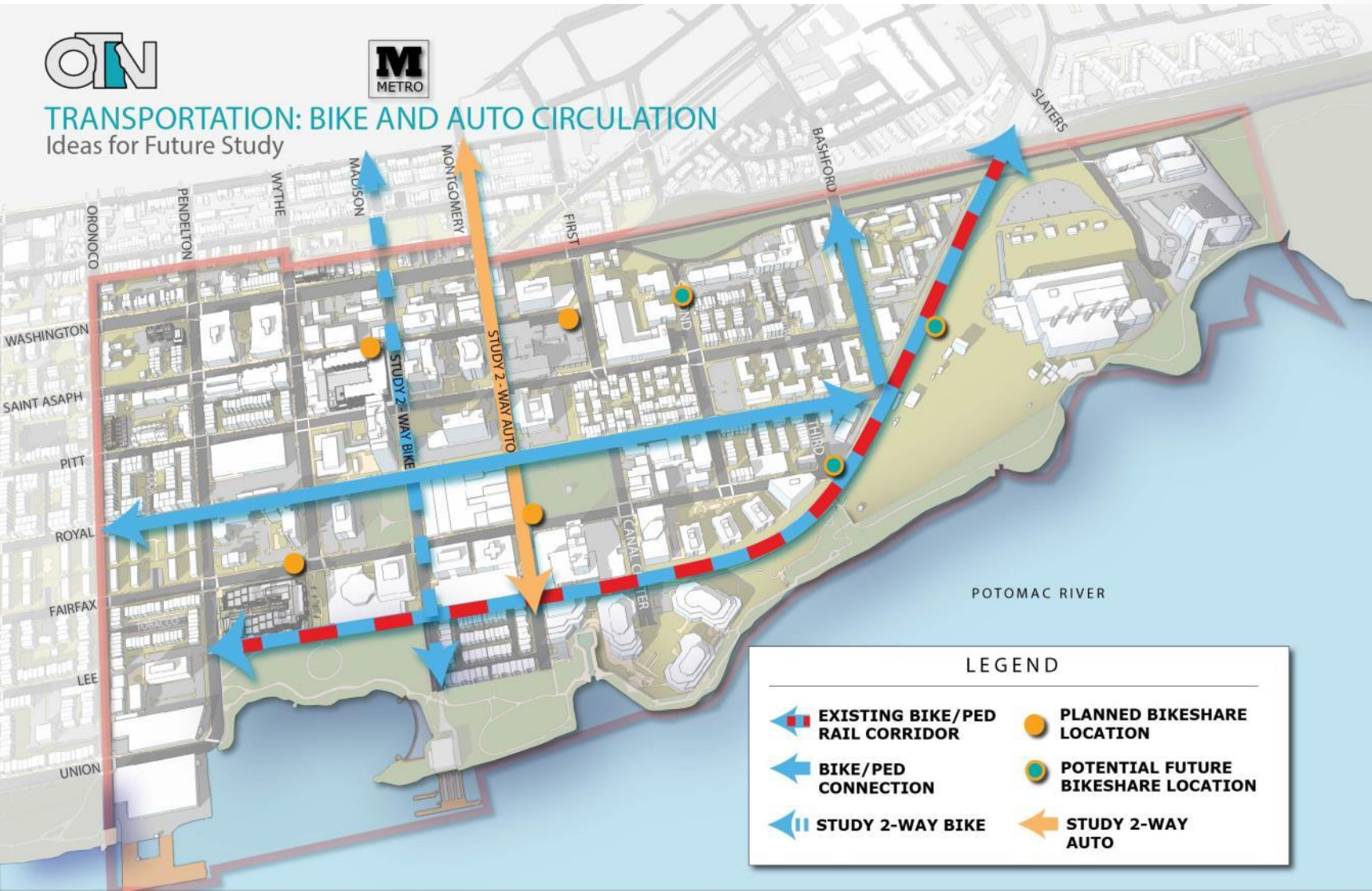
- Eco-District
 - City is engaging a consultant for an Eco-District for OTN
 - Opportunities for Community Input
 - Environmental Policy Commission letter with recommendations
 - Study focus areas include district-wide sustainability efforts such as:
 - Green Building
 - Green Infrastructure
 - Renewable Energy
 - Air Quality
 - Other
- Update for the Community at the Mini-Charrette
- Stormwater/Sewer Management Study
 - Fall 2016

Working Draft Framework Plan: Transportation



TRANSPORTATION: BIKE AND AUTO CIRCULATION

Ideas for Future Study



Phases II and III Findings: Transportation

- **Light Rail** – Does not currently meet guidelines pertaining to ridership and other criteria for federal assistance in short or mid-term, possible long term option to pursue.
- **Local Bus (Trolley) Service** – Possible alternative to light rail or rapid bus service in order to achieve enhanced connectivity within OTN and/or between OTN and adjacent communities and to Metro Stations is to expand local bus service or establish an OTN trolley.
- **Possible Rail banking of tracks for use as Trail** – Possibility of Norfolk Southern providing temporary use of the corridor as a trail after decommissioning of NRG.
- **Possible Green Streets** – Parts of Royal Streets, Second Street and Wythe Street are being explored as green streets with general streetscape improvements and possible green infrastructure tools.
- **Possible Bikeways** – Royal St is being studied as a neighborhood bikeway and Madison as an enhanced Bikeway; more study is underway.
- **Further Street Conversions** - Further study will occur under the Transportation. Subcommittee took no action.
- **Transportation Study** – A transportation analysis will be undertaken this fall as part of this planning effort for the entire planning area.
- **Parking Study** – An OTN Parking Study is about to begin and results will be utilized to help inform the Transportation Study.



Infrastructure, Environmental Sustainability & Transportation

PUBLIC COMMENT/INPUT

ECONOMIC DEVELOPMENT

Phases II and III Findings: OTN Retail and Commercial Strategy

- OTN Retail and Commercial Panel Discussion – April 20
- Commercial Retention and Office Conversion Study – Underway by the City and the Alexandria Economic Development Partnership (AEDP)
- Innovation Districts Panel Discussion and Market Analysis – Summer 2016

What makes OTN Attractive

- Nice commute along the Parkway
- A doable walk from the Metro
- Proximity to King Street
- Old buildings that can be renovated
- Waterfront community (although water views may not be as important as other amenities)

Panel Discussion – 3 Brokers and AEDP (Retail, Commercial, Asset Manager)

- **Top 10 things office tenants are looking for in property assets:**
- Amenities such as wellness centers
- Interesting food options
- Dog friendly
- Bike Friendly
- Access to Metro
- Shuttles to Metro
- Outdoor spaces. Could be rooftop decks/ balconies or any defined area.
- Amenities in buildings to be able to get away from desks
- Small parks with entertainment uses such as splash pads, screens, etc.

Retail

- OTN is likely a neighborhood retail market
- Residential and Office Mix is important to retailers
- Population density, age and education are important to retail
- Availability of parking is important
- Incentives that can help retailers – rent negotiations and TIF for such amenities as parking

Potential Enhancements Montgomery Street



View looking West

Economic Development

PUBLIC COMMENT/INPUT

Additional Related Studies

Related Studies

- Eco District Plan Study (Summer)
- OTN History Plan (Summer)
- OTN Parking Study (Summer)
- Streetscape Improvements for Surface Parking Lots and Blank Wall Possible Incentives (Summer)
- Market Study and Innovative Uses (Summer)
- Transportation Study (Fall)
- Sewer and Stormwater Study (Fall)

Related Work

- Art Night
- Innovation Night
- Retail and Commercial Strategy
- Urban Design Updates
- Office Competitiveness and Conversion Study

IMPLEMENTATION

Implementation

- Consideration of Implementation Subcommittee
 - Preliminary Guidance on later Studies
 - Development of Implementation and Funding Plan – Sources and Uses
 - Prioritization of Recommendations requiring Funding, including Operations and Maintenance
 - Strategies for Private/Public Partnerships to leverage resources

Next Steps

- May 26 – OTN SAP Advisory Group Meeting #7
- June 23 – OTN SAP Advisory Group hosted Topical Night
- June 25-26 (Tentative Mini Charrette)

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INVITATION TO VIEW ART CORRIDOR DRAWING

**Greg Gersch,
Graphic Recorder**